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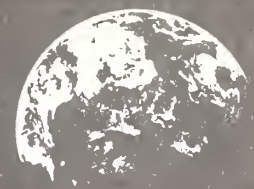
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Farm Broadcasters Letter



Letter No. 2395

Jan. 13, 1989



USDA Radio covered USDA's 1990 Budget Briefing Jan. 9 along with all the other reporters. That's Brenda Curtis and Gary Crawford at the left; Deputy Secretary Peter Myers and Chief Budget Officer Steve Dewhurst to the right. (The woman in the middle is the stenographer.) (USDA Photo by Larry Rana.)

1990 BUDGET -- President Reagan's 1990 budget would spend \$1.15 trillion, but result in cuts of nearly \$10 billion in agricultural programs. The budget proposed cuts in current farm price support programs, farm loan programs, subsidies and deficiency payments and cuts in school lunch programs. For a copy of the 1990 Budget Summary, call Marci Hilt (202) 447-6445.

THE DROUGHT OF 1988 -- The drought of 1988 was one of the worst on record for the central U.S. The President's Interagency Drought Policy Committee issued its final report Jan. 6. Copies of the full report are available, while they last from: Marci Hilt (202) 447-6445.

SHIPPING WORKSHOP -- USDA and the Florida Citrus Mutual will hold a joint workshop on current ocean shipping issues in Lakeland, Fla., Feb. 9. Contact: Larry Mark (202) 447-3977.



TRADE WAR HEATS UP -- The trade war between the U.S. and the European Community is likely to be a hot topic at the next GATT meeting, which will be held the week of Feb. 13 in Geneva, Switzerland. The war heated up when U.S. Trade Representative Clayton Yeutter (Secretary of Agriculture Designate) applied trade sanctions valued at about \$100 million against the EC Jan. 1. The sanctions were in response to the EC banning imports of most U.S. beef and beef byproducts treated by growth hormones. Yeutter's confirmation hearings are now scheduled for Jan. 25 & 26.

Clayton Yeutter

MAP THE "KILLER" BEES -- Texas A & M University has produced an up-to-date map showing the distribution of the Africanized Honey Bee in the Americas. Want a copy? Call Marci Hilt (202) 447-6445.

LISA -- USDA will hold a day and a half conference on LISA, which stands for Low-Input/Sustainable Agriculture, beginning Monday, Jan. 30 at 1 p.m. in Washington, D.C. Speakers include representatives from the National Association of State Departments of Agriculture, American Farm Bureau, National Farmers Union, American Farmland Trust, Agridata News Service, Fertilizer Institute, Institute for Alternative Agriculture, Audubon Society and farmers from various states, including former Washington Post farm writer Ward Sinclair. Contact: Patricia Dunn (202) 447-3640.

CALENDARS AVAILABLE -- 1989 calendars are now available from USDA that list the year's schedule of reports from the Economic Research Service and the National Agricultural Statistics Board. For a copy call: Marci Hilt (202) 447-6445.

ZARDA, COW FROM HELL -- The Washington Post recently reported members of the Duck's Breath Mystery Theater in Iowa City say they were trying to conjure up memories of old Japanese horror movies when they struck on the title, "Zarda, Cow From Hell." But the name for the movie filmed there involving a giant, demonic bovine didn't get any laughs from Ben Zarda, owner of the Zarda Dairy in Shawnee, Kans. According to Executive Producer Scott Smith, "The Zarda people decided they'd rather we not use that name. It's unfortunate because we'd grown attached to it."



DO THESE FOLKS LOOK FAMILIAR? NAFB's Marketing Director Charlie Might sent us this photo he took at USDA's exhibit at the National Association of Farm Broadcasters' annual convention back in November. From left to right, USDA Radio & TV Division staff members: Marci Hilt, Brenda Curtis, Debbie Janifer and Lynn Wyvill. Marci joined our staff Jan. 1 as director, media liaison. Brenda is deputy chief and radio news reporter/producer. Debbie produces *Down to Earth* and Lynn directs satellite TV news.

FROM OUR RADIO SERVICE

AGRICULTURE USA #1649 -- Brenda Curtis presents the Reagan Administration's budget for 1990, a budget that would mean some changes in USDA programs both for farmers and consumers.

AGRITAPE/FARM PROGRAM REPORT #1638 -- USDA news highlights; changes in the conservation reserve program; the proposed USDA budget; one year countdown on conservation plans: farm workers needed.

CONSUMER TIME #1130 -- Hi tech wood stoves; the challenge of an aging America; proposed USDA budget could impact consumers; home study for better parents; installing wood stoves.

UPCOMING -- Wed., Jan. 18, Milk Production; Thurs., Jan. 19, Livestock and Poultry Outlook; Monday, Jan. 23, Dairy Outlook; Tues, Jan. 24, Crop/Weather Update, Catfish, Red Meat Production; Thurs., Jan. 26, Cattle on Feed, World Tobacco Situation, Oils Crop Outlook; Monday, Jan. 31, Crop/Weather Update, Ag Prices.

FROM OUR TELEVISION SERVICE

DOWN TO EARTH, AGRICULTURAL UPDATE and SATELLITE NEWS are available on satellite Westar IV, audio 6.2 or 6.8:

Thursdays -- AG UPDATE/SATELLITE NEWS, 7:30-7:45 p.m., EST, Transponder 12D

Saturdays -- DOWN TO EARTH, 10:30-11 a.m., EST, Transponder 10D

ORIGINAL SATELLITE NEWS/AG UPDATE, 11 - 11:15 a.m., EST,
UPLINK Transponder 10D

Mondays -- DOWN TO EARTH, 8:30 - 9 a.m., EST, Transponder 12D

REPEAT SATELLITE NEWS/AG UPDATE, 9 - 9:15 a.m., EST, Transponder 12D
UPLINK

OFF MIKE

NAFB NEWSLETTER CHATS...has a new editor, Sherry Newell (WJON-WWJO St. Cloud, MN). Her first issue is scheduled for publication in early February. The newsletter is only as helpful as the information it receives, so help yourself and others by sending her pics and articles, Box 220, St. Cloud, MN 56302.

THANKS TO IRRIGATION...the local farm economy seems in good shape says George Gatley (Western Ag Net, Yuma AZ). He says Yuma gets less than 2 inches of rain annually and as of the first week in January it had received over half that amount. Says a local hotel that prides itself on the local sunshine had to make good its promise of providing free room to guests when the weather recently remained cloudy all day.

THANKS...to Charles Might (NAFB Executive Sales/Marketing Director) for sending pictures to us of the USDA people in our booth at the NAFB annual convention. They brought good memories.

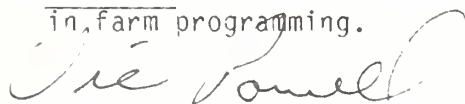
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IRRIGATION...is also important in Nepal reports Herb Plambeck (Living History Farms, Des Moines) from his round-the-world tour. Rice is #1 crop, followed by wheat, nearly all harvested in the mountainous nation by people, not machines. He says Nepal has 592 4-H clubs.

AGRICULTURE HALL OF FAME...was the brain child of Howard Cowden, advises Paul Schimpf (USDA retired). Project was assisted by Harold Hamil, and helped by NAFB members. We recently mentioned AHF, Hamil and Rod Turnbull.

HISTORY...10 years ago this column, Ken Root (WKY/KTVY-TV Oklahoma City) will edit NAFB's CHATS newsletter. 20 years ago, Jim Kendrick moved from KWTO to KMTC-TV and maintains his interest in farm programming.



VIC POWELL, Chief, Radio and Television Division